Shasta County Library Redding Main

Plan of Service

March 2003

I.   Executive Summary

The City of Redding and the County of Shasta propose to construct and open a new, 55,000 square foot, two-story library to serve the citizens of Redding and Shasta County. The current Redding population is 80,865 and the County overall has 163,256 residents. By 2020, Redding's population will grow to an estimated 113,500 while total Shasta County residents will reach 231,000 people. The Library will serve all Redding residents, placing special emphasis on service to children and teens and to older adults. Twenty-nine percent of the population is 19 years or younger and twenty-five percent of the population is 55 or older (Needs Assessment 15).

This Service Plan is the result of several years of intense work by Library staff, Library advocates, community leaders, and City and County officials. The plan flows from the results of the Community Needs Assessment conducted in 2001 and addresses the Library's service needs that surfaced through that study.

The Plan of Service will offer the community:

- A public facility that welcomes and serves all segments of the community, with ample space for a broad range of uses and activities. A facility that fosters a sense of community supports the active exchange of ideas and provides a forum and focal point for the community (Needs Assessment 32).

- Customer-centered services for children and their families, for teens, and for adults of all ages. These services include public spaces within the facility that are zoned according to activity and noise level, comfortable and varied seating, spacious and well-lighted book stack areas with generous display shelving, plentiful public access computer workstations, several easy-to-use express check-out machines, copy machines, and other equipment to help customers make full and efficient use of the facility (Needs Assessment 32-37).

- Book, magazine, newspaper, and audiovisual collections that are current and responsive to the community's needs, with multiple copies of popular and in-demand titles, displayed attractively in environments conducive to browsing (Needs Assessment 46-48).

- Comfortable seating areas scattered throughout the building's spaces, geared to a variety of uses, from individual research to casual reading to group study (Needs Assessment 48-50).

- Numerous public access computer workstations at key locations throughout the building, as well as in a training center where the Library will offer workshops and classes on various computer-related topics (Needs Assessment 50).

- Library event programming and meeting room space, including a large meeting room that can comfortably seat 120 people in a theatre-style seating arrangement, with adjacent storage and refreshment preparation facilities (Needs Assessment 52).

- Dedicated areas within the facility for children and their families, with collections and spaces that introduce young children and their parents to the joys of reading and ideas that encourage children to become lifelong readers (Needs Assessment 32-33).

- A designated Family Literacy Center with computer workstations, literacy software, tables and chairs, and appropriate materials to improve the literacy levels of parents and their children (Needs Assessment 33-34).

- Study support for students in grades K-12 including appropriate, acoustically separated study spaces for middle and high school students (Needs Assessment 34-36).

- Separate, comfortable and well-lit local history and genealogy rooms to appeal to adults and senior citizens, with armchair seating, materials, and amenities appropriate for adults and senior citizens (Needs Assessment 37, 52-53).

These goals are direct responses to the community's service needs, as identified by the Community Needs Assessment. Electronic technologies will be an integral part of the plan of service. The facility will offer 72 public access computers, some in open access areas and some in a technology training center. Reader tables throughout the library will be wired to allow customers to plug in their own laptop computers. The entire building will be wired and cabled to support additional electronic equipment over time and to allow services and equipment to be reconfigured as needs evolve (Needs Assessment 50).

Most customers will use the Library's express self-checkout equipment to checkout their books and AV materials. The meeting rooms and training areas will be wired to support electronic technology including computer screen image, slide and cable TV projection, Internet access, and videoconferencing.

II. Mission Statement

Our mission is to make the Library a center for lifelong learning. The Library collects, preserves, and provides free access to information and library materials for all citizens of Shasta County through a main library in Redding and branches in Burney and Anderson. The Library is dedicated to exploring and implementing innovative ways of providing library service to residents living in the County's outlying areas.

III. Library Service Roles

The following roles were selected as service focus areas for Shasta County's Redding Main Library in response to the findings of the Community Needs Assessment conducted in 2001. The project's Steering Committee selected these roles, which are taken from the Public Library Association's *New Planning For Results, a Streamlined Approach*, 2001.

- Commons -- Helps address the need of people to meet and interact with others in their community and to participate in public discourse about community issues.

- Current Topics and Titles -- Helps to fulfill community residents' appetite for information about popular cultural and social trends and their desire for satisfying recreational experiences.

- General Information -- Helps meet the need for information and answers to questions on a broad array of topics related to work, school, and personal life.

- Government Information -- Helps satisfy the need for information about elected officials and government agencies that enables people to participate in the democratic process.

- Lifelong Learning -- Helps address the desire for self-directed personal growth and development opportunities.

- Local History and Genealogy -- Addresses the desire of community residents to know and better understand personal or community heritage.

IV. Goals and Objectives

Goal 1. Community Forum and Gathering Place. Create a public space that is a focus of community life and a forum for the exchange of ideas.

- Objective 1 -- Provide an architecturally significant civic facility, conveniently located within Redding, open for service at least 61 hours, six days per week, with expanded hours as funding permits.

- Objective 2 -- Provide varied spaces within the facility in which individuals and groups of two to 120 people can gather to listen to speakers, attend training events and other programs and exchange information in both formal meetings and casual gatherings.

- Objective 3 -- Sponsor a wide variety of cultural and informational programs on topics of interest to the community.

Relation to Community Needs Assessment: The need for community meeting room space was expressed by many needs assessment participants. Programming efforts at the current library are severely impacted by the lack of a public meeting room. Programs must be held in the public areas of the library, interfering with other uses of the library, or arrangements must be made to hold programs offsite. A variety of spaces are needed to support programming and public meetings. More broadly, the community needs a civic space that is viewed as "everyone's building", an institution that is the community's as a whole and is "owned" by the entire community. (Needs Assessment 32)

Service Role: Commons, Current Topics and Titles

Service Indicators:

a. Number of service hours per week
b. Number of library visitors per week
c. Number of programs and public events offered
d. Attendance at programs and public events
e. Program evaluations
f. Number and variety of training events
g. Number of group study room bookings

Goal 2. Current, popular reading, viewing and listening. Ensure that all residents have access to a broad selection of print and AV media materials that support the enjoyment of reading.

- Objective 1 -- Develop and maintain a diverse, attractive collection of current fiction and nonfiction books, magazines and newspapers that appeal to adults of all ages as well as to teens.

- Objective 2 -- Develop and maintain a collection of audio books, music compact discs, videos, DVDs and other AV media formats, as needed, to respond to the listening and viewing interests of residents of all ages.

- Objective 3 -- Create a comfortable, inviting display merchandising space for these collections, to encourage relaxed browsing and heighten visibility of this material.

- Objective 4 -- Create and maintain comfortable reading areas within the library for all residents.

Relation to Community Needs Assessment: Residents of Redding and Shasta County reported that the local Barnes & Noble bookstore is the only place available in the community at which they can comfortably browse for new books. Residents, who can afford to, browse amazon.com and other booksellers' websites to find and buy reading material. The need for a greater selection of current reading materials was expressed by many community participants. Almost as frequently, residents commented on the need for access to a wider selection of audio and video titles, to complement the mainstream feature films available at local video stores (Needs Assessment 32).

Service Role: Current Topics and Titles

Service Indicators:

a. Circulation of print and AV materials
b. Number of library visitors per week
c. Customer satisfaction survey

Goal 3. Information Services. Ensure that all residents will be able to get answers to their questions on a broad array of topics related to work, school, and personal life.

- Objective 1 -- Provide trained, professional staff and information resources that help customers find answers to their questions, through in-person assistance as well as through electronic means, such as telephone, fax and email communication.

- Objective 2 -- Develop and maintain a relevant, responsive collection of information resources in print and online formats.

- Objective 3 -- Provide residents with access to the Library's online system, to the Internet, and to its collection of online information resources at public access computer workstations equipped with up-to-date, easy to use software, and high transmission speeds.

- Objective 4 -- Provide residents with access to the Library's online system and its collection of online information resources from their home, business, or school computers. Customers will be able to use the Web-based system to place holds, request items, check their email messages as well as their library accounts, renew material, pay fines, book meeting rooms, search the Internet, access word processing as well as other software application and schedule time on a library computer.

- Objective 5 -- Offer a variety of workshops and training on computer and Internet use, use of the library catalog, and other online topics.

- Objective 6 -- Manage and integrate into the collection government documents received through the Federal and State Depository Library Program as well as from local cities and the County.

Relation to Community Needs Assessment: Redding residents have come to expect and are demanding first-rate access to current, reliable information that relates to their lives, their work, their educational and their personal pursuits. Widespread dissatisfaction was expressed during the needs assessment on the quality and quantity of information available at the Library. Many stated that they have turned elsewhere for their information needs and have come to see the Library as unable to supply their needs (Needs Assessment 32).

Service Role: General Information, Government Information

Service Indicators:

a. Number of reference questions fielded by Redding Library staff.
b. Number of electronic searches performed by people at the Redding Library.
c. Customer satisfaction surveys.

Goal 4. Study Support. Support the study and research skills and achievements of students, especially those enrolled in kindergarten through the twelfth grade, and strengthen the literacy skills of the students.

- Objective 1 -- Provide a teen center with safe, inviting study environments for individual students and small groups, materials of special interest to teens, and computer workstations with appropriate software.

- Objective 2 -- Develop and maintain balanced print collections for children and youth with collections targeted for every reading level, multiple copies of many titles and subjects needed by students for school assignments, and online collections of information resources that support student work.

- Objective 3 -- Implement a shared online system that includes the holdings of the Shasta County Library and the Shasta Union High School District libraries.

- Objective 4 -- Implement an expedited delivery system to move requested books and other materials among the libraries to improve student access to materials and information.

Relation to Community Needs Assessment: 21,905 students are enrolled in Redding schools. Students, educators and parents expressed their concern over the lack of study space and collections at the public library. The high school libraries are used

during the school day, but are not open after school or during the weekend. High school students often work on their school assignments at the Shasta College Library. Elementary and middle school students have fewer options. Home school educators are dependent on the public library (Needs Assessment 34-36).

Service Role: General Information

Service Indicators:

a. Number of reference questions asked by students
b. Number of group study room bookings
c. Number of items delivered to students through the public library/school library system

Goal 5. Families and Reading. Encourage the enjoyment of reading, improve the reading skills of children under the age of ten, and strengthen family literacy.

- Objective 1 -- Develop and maintain balanced collections of books for children from toddlers through upper elementary school grades, including board books, picture books, beginner books, and juvenile fiction.

- Objective 2 -- Develop an audiovisual collection for children that complements the children's print collection, including recorded books in audio and video formats, to enhance children's reading experiences and to support access to literature for children with learning differences.

- Objective 3 -- Encourage family literacy through an ongoing series of storytelling programs, and related events, aimed at young children and their families.

- Objective 4 -- Enhance family literacy with developmentally appropriate programming for young children 0-5 years of age and their parents/caregivers via the Family Place Library project.

- Objective 5 -- Develop collections of books, toys, audiovisuals, and other materials for babies, toddlers, parents, and family service professionals that emphasize emergent literacy, reading readiness and parent education as part of the Family Place Library Project.

- Objective 6 -- Establish a Family Literacy Center in cooperation with the Redding School District for literacy training of the participants.

Relation to Community Needs Assessment: Children under the age of ten make up 13.9% of Redding's population. In 2000, 11,196 children aged 0 to 9 lived in the community. Based on the 1990 U. S. Census, 38% of Redding's adults and 41% of Shasta County's adults function at a less than successful literacy level. Young

children and their families need access to books that are at the appropriate reading levels as well as reading guidance and family literacy support (Needs Assessment 33-34).

Service Role: Lifelong Learning

Service Indicators:
a. Circulation of children's books and audiovisual materials.
b. Circulation of parenting and Family Place materials.
c. Attendance at programs and other events for young children and their families.
d. Number of, and attendance at, storytelling programs.
e. Number of participants in the Family Place workshops.
f. Number of participants in the Family Literacy Center

Goal 6. Services to Seniors. Provide leisure reading and life-long learning resources and programming on topics of interest to seniors.

- Objective 1 -- Develop and maintain a relevant, responsive collection of leisure reading and resources on a wide range of topics of interest to seniors, in a variety of formats including large print and audiovisual resources.

- Objective 2 -- Provide convenient, accessible access to the building with comfortable, well-lit seating and research areas.

- Objective 3 -- Offer a variety of workshops and training on computer and Internet use and other online topics.

- Objective 4 -- Present a wide selection of cultural and informational programs appealing to seniors.

- Objective 5 -- Provide a site for Shasta College gerontology students to perform internships related to services to seniors.

Relation to Community Needs Assessment. Older adults, age 55 or more, make up 24.4% of Redding's population and 25.6% of Shasta County's population. With a mild climate, affordable housing, and a rural atmosphere, Redding is a retirement destination for many people. Senior respondents indicated that the availability of modern, comfortable, and accessible space for reading and research is important. Meeting room and programming space is also vital to seniors (Needs Assessment 36-37).

Service Role: Lifelong Learning, General Information

Service Indicators:

a. Number of seniors attending library programs.
b. Number of seniors attending workshops and computer classes.
c. Number of gerontology internships performed.
d. Customer satisfaction surveys.

Goal 7. Local History and Genealogy. Preserve the history and cultural heritage of the Shasta region, and support residents' research into personal and family heritage.

- Objective 1 -- Establish and maintain a local history collection of at least 2500 titles at the Redding Library.

- Objective 2 -- Establish and maintain a genealogy collection of at least 1500 titles at the Redding Library.

- Objective 3 -- Provide genealogy docents three hours per week.

- Objective 4 -- Offer genealogy workshops, including online resources and research.

- Objective 5 -- Establish and maintain a collection of works by local authors.

- Objective 6 -- Maintain and expand the collection of County newspapers and census data and provide the equipment to access this collection.

Relation to Community Needs Assessment. Redding and Shasta County have a rich heritage that many community members value. Numerous respondents noted genealogical research as personal interests and staff members have observed the steady interest in this collection at the current library. Also, all third grade students study Shasta County history and must complete history projects (Needs Assessment 37)..

Service Role: Local History and Genealogy

Service Indicators:

a. Number of genealogical items requested on ILL
b. Number of genealogical reference questions asked and answered
c. Number of visitors to the genealogical collection
d. Attendance at genealogy workshops
e. Number of circulating items checked out

V.   Types of Services Offered

To meet the goals and objectives outlined above, the Redding Main Library will offer the following services to the community.

A.   Hours of Service and Staffing

The Redding Library will be open six days per week for a total of 61 weekly service hours. Additional hours will be added as funding permits.

The staff will include both direct service staff as well as administrative and support staff for the County Library system. Volunteers will assist library staff in many areas. Proposed staffing for the facility is:

FTE	Position	Number of People
1	Library Director	1
1	Asst. Library Director	1
1	Executive Assistant	1
1	Typist/Clerk I/II	1
1	Volunteer Coordinator/PR	1
2	Librarian III	2
8	Librarian I/II	8 to 12
2	Library Asst. (supervisory)	2
6	Library Assistant	6 to 10
11.35	Library Clerk I/II	12 to 16
4	Library Page	8 to 12
1	Sr. Office Automation Consultant	1
2	Computer Equipment Tech	2
41.35		46 to 62

The library building will be on two levels with staffed service points on each level. The Circulation Desk and the Children's Desk will be located on the first floor. The Reference Desk will be located on the second floor. A one-person volunteer desk will also be located adjacent to the Genealogy Collection (Needs Assessment 51).

IMPLEMENTATION PLAN: One year prior to the opening of the new facility, additional staff will be hired to assist with the acquisition and processing of new library materials and prepare for the move to the new building. It will be essential to have this staff hired prior to opening to ensure a smooth transition. The new building will be larger and will offer more services, requiring many operational adjustments. Staff training *in the new facility* will be necessary prior to opening. Facility service hours will be augmented as funding allows.

B. Collections

The Redding Main Library will offer a collection of books, magazines, newspapers, videos, DVDs, audio books on tape and on CD, music compact discs, and other media formats for adults, teens, and children. The opening day collection will increase, above today's collection, by approximately 50,000. Total opening day collection will be about 185,000 items. By 2020, the Library will offer as many as 283,000 items in these formats.

The collection will be selected to reflect community needs. Current fiction and nonfiction, popular culture and current issues, school curriculum support, picture books and early readers for young children and their parents will be acquired in book, magazine, and AV formats. Feature films as well as documentaries will be included in the video and DVD collections. A strong collection of audio books will be offered, for commuters as well as students and the general public.

The Shasta County Library will also offer access to a growing collection of online information resources through its online catalog. The new building will provide seventy-two public access computer workstations on which these resources will be accessible. Customers will also be able to access these resources from computers in their homes and at their schools and work places. The online system will enable them to search for specific titles or by topic, place holds on items, have items delivered to the library and renew items they have already checked out.

The collections will be shelved on a combination of standard book stack shelving and retail-style-merchandising display shelves. Displays will also be emphasized by use of slatwall display throughout the book stacks (Needs Assessment 46-48).

IMPLEMENTATION PLAN: Staff has been extensively involved in the needs assessment process. Designated technical services staff will be responsible for the overall growth of the library collection. Fifteen months prior to the opening of the new facility, an RFP will be issued to solicit proposals for providing an appropriate opening day collection. Staff input will be sought, with responsibilities assigned to professional staff for such specific areas as reference, children, seniors, and technology. Public input will be solicited online and through surveys to ensure the collection reflects the community's desires. Staff will evaluate the collection on an ongoing basis to ensure meeting the needs of the Library's users. Evaluation methods will include weeding the shelves of worn and outdated materials, user recommendations, reviewing materials requested through interlibrary loan, monitoring book reviews and award winners, coordination with school projects, and running circulation reports on specific topics or sections of the collection.

C. Reading and Study Spaces

The Library will offer space to individuals and small groups who need space for reading and studying. Seating will be varied, with 4-place reader tables, lounge

chairs, 1-place tables in a quiet study area, small conference tables in enclosed group study rooms, and window seating or oversize armchairs for parents and children to read together. This will enable users to find a space that fits their needs (Needs Assessment 48-50).

IMPLEMENTATION PLAN: Seating will be spread throughout the library as indicated in the Needs Assessment and Library Building Program. The Library will regulate use of the small rooms by using an online reservation system. Other seating will be on a first come, first served basis. Staff will regularly inspect the seating to ensure it is serviceable and to catch problems when they are still repairable.

D. Information Services and Information Literacy

The Library will provide staff to assist customers with finding answers to their questions and as a source for the information they seek. The reference desk will be centrally and strategically located within the public space, designed as a focal point for customers who are seeking help. Wayfinding within the library will be made as self-evident as possible to allow customers to find what they need themselves, as often as possible (Needs Assessment 35).

IMPLEMENTATION PLAN: The Library will staff the reference desk during all regular business hours. Staffing levels will vary based upon usage. Questions will be accepted via telephone, e-mail or fax. Online databases will be selected to meet the needs of children, teens, adults, and senior citizens. The Library will participate in a 24/7 reference program as funding allows. Staff will monitor the currency and relevancy of print materials and update them on a regular schedule. Comment cards will be available, in both print and online form, for patrons to critique services and offer suggestions for improved services.

E. Student and Curriculum Support

The Library will offer seating at which students in elementary grades through high school can study individually or in small groups. Four enclosed group study rooms will be offered, each with seating for six.

After meeting with school officials in the County, it was determined that shared cataloging, circulation, and distribution systems would be of most worth to the students. The Shasta County Library, through a cooperative agreement with the Shasta Union High School District (SUHSD), is developing and implementing collaborative catalog access and circulation through a shared server, an interlibrary loan program (ILLP), and a distribution system that will link the resources at all County Library service outlets and the District's campuses. SUSHD will provide the van service between County Library and the District's campuses.

A need identified by the Redding School District was for a place for family literacy training. The District determined that the Library would be an appropriate site for this program. Through our agreement with the Redding School District (RSD), the Library will provide space for a Family Literacy Center and the District will staff it (Needs Assessment 34-37).

IMPLEMENTATION PLAN: Youth Services staff will visit schools and host class visits to the library throughout the school year to familiarize students with the library and its services.

Designated staff will work with the Library's information technology staff and the SUHSD technology staff to implement and maintain the shared online automation system. The Library Director will assign staff to respond to requests from students, to provide library orientation, and to make sure the shared automation system and the ILLP are working. A schedule will be set that allows adequate time to accomplish the tasks that will arise with this program. Periodic reviews of the shared automation system and ILLP will be conducted by Library and District staff to make sure the program is meeting the needs of the students.

The Library will support RSD's literacy efforts by offering computer support, materials, and space. The Library will also support the Family Literacy Center by assisting with materials selection and training participants in use of the library and basic research using the online catalog. Participants will also be informed of the other programs the Library offers and encouraged to participate in them.

F. <u>Programming</u>

The Library will offer ongoing programming aimed at several client groups: toddlers and preschoolers and their families, elementary grade students, middle school students, teens, adults, and older adults.

Programming will be coordinated within the Shasta County Library's overall service operation to maximize effectiveness and staff resources. Programs will be publicized in the community and through the schools. Programs will be scheduled to allow participation by a wide spectrum of community members, including events in the evening and on weekends.

Program possibilities include:

Investment Strategies	Shasta County History Events	Teen's Quiz Night
Book Discussions	Cooking Demonstrations	Author Night
Genealogy Workshops	Comic Book Collecting	Puppet Shows

IMPLEMENTATION PLAN: Following the desires of the community as identified in the Needs Assessment, the Library will work to provide quality programs of both educational and entertainment value. A comfortable, hospitable atmosphere will

attract users from all walks of life. Library staff will work with the Program Coordinator to provide the types of programs citizens want. Citizen suggestions will be examined and implemented when feasible. The Library will continue to participate in California Center For the Book activities, including cultural programming. Since the existing facility does not have a community room, the addition of a community room in the new building will allow the Library to expand its programs and also provide a community setting for local clubs and organizations to meet.

VI. Overall Service Plan Implementation

In addition to the implementation plans for each service described above, implementation plans have been developed for the following:

Opening Day Collection
- Prepare RFP for opening day collection. Select, order, and catalog new materials for opening day. The Library Director, or other staff selected by the Director, will create a policy for collection acquisition. This will include a means for the public to offer input on collection materials. New materials will be drop shipped to and shelved in the new building. These duties will require additional staff to be hired one year prior to completion of the building. The Library Director will assign additional staff to these responsibilities as the need arises.
- Discard worn and outdated materials in the current collection. The Assistant Library Director and other professional-level staff will establish criteria and policy for this process. This policy will be revisited as the collection develops and will work in conjunction with the policies governing collection acquisition.

Staffing/Personnel
- Hire and train new staff. One-year prior to opening, the Library will begin hiring additional staff and training them as necessary. Training will continue in the new facility prior to opening. Extensive cross training will occur so that staff members will be conversant with all aspects of library operation. Customer service training will be a must and will help the Library become a place people go to first when they have a question.
- Train new and existing staff in building policies and procedures. The Library Director and Assistant Library Director will develop policies for the building and its operations and ensure that all staff members are familiar with those policies. As noted above, cross training will occur so that staff members are familiar with all areas of the library. Volunteers will be recruited to give library orientation and tours. The Volunteer Coordinator will train all volunteers on the policies and make sure that adequate supervision takes place.

Furniture and Equipment
- Specify, purchase, receive, and install furniture and develop a maintenance plan in collaboration with the project architect. The Library will develop policies, procedures, and a plan for periodic inspection and repair of furniture.

- Develop automation plan for the building. One year prior to opening, the Library Technology Committee will prepare specifications for necessary automation, time management and scheduling hardware and software, and create an RFP. Library information technology staff will work with all librarians to ensure that the library's automation process flows smoothly. Periodic review of the plan will be necessary to adapt to new technologies as they emerge.
- Specify, purchase, receive, and install new computer equipment for the building. Information technology staff will work with the County's Information Systems and Purchasing Departments to establish criteria for the library's computer needs. A plan will be created that establishes replacement schedules, software upgrades, and maintenance guidelines for Library staff.

Move-in/Occupancy
- Plan and schedule all phases of the move including collections, furniture, and staff. This one-time item needs to be coordinated with the contractor, architects, and other consultants.
- Plan grand opening celebration. This one-time task will require staff effort to make the grand opening of the Library successful.
- Prepare publicity.

VII.   Jurisdiction-Wide Service

The Redding Main Library will serve the residents of Redding as their primary library. It will also serve the entire County as the headquarters facility for the Shasta County Library. The County Library's administrative offices, technical and automation services, and system-wide delivery service will operate from this facility. It is not anticipated that this facility will expand, but effort will be made to build the needed branch facilities.

Currently, the County Library also operates branch library facilities in Anderson, to the south, and in Burney, to the east. The City of Shasta Lake, north of Redding, needs a library facility and has begun planning to design and construct a facility. The Burney Branch is in need of expansion to add meeting room space. The Anderson Branch may need to be expanded as that population increases. As Redding's population grows, branch facilities north and east of the Sacramento River may be needed.

The service levels offered at the proposed Redding Main Library take these possible future developments into consideration. Given the anticipated funding levels for new facilities, the Shasta County Library has begun to explore with the County Office of Education and its various school districts, the possibility of developing satellite service points at selected remote school sites throughout the County. These satellites would serve as delivery nodes in an expansion of the shared online and delivery system now being implemented with the Shasta Union High School District.

VIII. Technology

A. Executive Summary

Electronic technologies will be integral to implementation of the Redding Main Library's service program. As noted in the Needs Assessment, Shasta County residents need access to the full range of public library services, including an appropriate level of computer technology including specific needs for students.

Many individuals in Shasta County depend on the public library as their sole access point for electronic information. Although the Library's computer lab has become a major attraction for library visitors, it can meet only a fraction of the current demand. The public access computers near the Reference Desk are crowded and offer no privacy for the users. There are too few computers for the demand, so that use is limited to one hour per day per user. There is frequently a line of people waiting for a computer. There are no separate computers for children or teens. There are no reader seats at which laptop computers can be plugged in.

The new facility plans for seventy-two public computers which will offer access to bibliographic and holdings information for the Library's collection. Customers will be able to plug in their laptop computers and other portable electronic devices at most reader seats within the library. Customers will also be able to access the Library's online system from their home, business, or school computers, including the growing number of online information resources available through the Library's web page.

The meeting rooms and training areas will be wired to accommodate Internet access, video conferencing, slide projection, cable TV reception and a variety of other electronic technology applications. Staff work areas and service points will be designed to accommodate concentrations of electronic equipment. Appropriate technology for students such as public computers with Internet access, full text databases, audiovisual materials, etc, will be included.

Customer self-service will be a major focus of the facility, including the use of self checkout machines that are expected to be used by most customers. As funding becomes available, self check-in machines for returned materials will be added. This will free up staff to assist patrons more effectively and to provide new services.

A raised floor system will be used to provide flexibility for wiring and cabling to support substantial additions of new electronic devices over time, as well as to allow reconfiguration of equipment to meet changing service needs. The building will also be designed to support wireless technology in the future, as the viability of wireless to support public library service increases.

B. Integration of Technology in Response to Needs Assessment

Due to the geographic isolation of much of the County and Redding's role as the hub, technology allows the Library to provide library and information services to all its residents (Needs Assessment p 27, 50). The Shasta County Library's online system has become the backbone of its information resource distribution network. It contains title and holdings information for the Library's system-wide holdings of nearly 190,000 items. Customers can now search the online catalog not only at the library but also from home, work, or school. Customers can place holds on needed titles and request that materials be delivered to their local library, renew materials, change their addresses, suggest new titles to purchase and much more.

The Library plans to build an online collection of information resources (such as Gale's General Reference Center Gold, Gale's Health and Wellness Resource Group, Novelist, and LearnATest) that offer customers instant access to millions of online "pages" of information. As this collection grows, the Library's collection development policies are evolving. Print reference collections are in decreasing demand. Materials budget dollars are being shifted to circulating materials and online databases. Web-based information services are being activated on computer workstations throughout the Library System as funding allows.

Participation in the regional cooperative library networks can enhance the number of databases available and greatly reduce the cost to the individual library. By participating in the 24/7 Reference Service, the Library will be able to provide information services to Shasta County citizens 24 hours per day, 7 days per week (including holidays). 24/7 Reference allows library patrons to ask questions from home, business, or school, and get answers in real time on the Internet from live reference staff.

The Needs Assessment found that many individuals in Shasta County depend on the library as their sole access point for electronic information. For others, home access is limited because they share one computer among all family members, or home transmission speed is slow. To meet this need, the new facility will open with seventy-two public access computer workstations. Fifty-two workstations will be located in the open public spaces spread throughout the building, including the children's area, the teen space, and the Family Literacy Center(Needs Assessment 27-28, 50).

Twenty additional workstations will be located in a technology-training center. A variety of Internet and computer classes will be offered to the public. Training in computer literacy is important for adults, especially older adults who have not learned these skills in school or on the job (Needs Assessment 37). Classes on basic computer use, Internet searching, e-mail, and the library catalog currently are limited to 10 participants and have long waiting lists each month. A larger lab will enable more persons to participate and will result in more efficient use of the

trainers' time, thus allowing a wider variety of classes to be offered. When training is not in session, customers will be able to use those computers on an individual basis.

A cluster of computers for children's use will have access to the online catalog and the Internet, as well as a variety of educational and other software applications (Needs Assessment 33).

Most of the public reader seats will be "laptop-ready". The table or chair at each seat will offer power and data connections to allow customers to plug in their portable computing devices wherever they sit. This includes the ability to connect to the Library's online system (Needs Assessment 48).

There will be sufficient staff workstations so that staff can use their time more efficiently, instead of having to search for and/or wait for an available computer. An intranet will allow staff to communicate via e-mail; to post public service schedules, announcements, and policies; and to complete forms online such as evaluations, accident reports, computer service requests, and requests for leave,

Most customers will check out materials themselves using one of the facility's four express checkout machines. Customers will use their library cards to access the Library's computers, using time-out management software installed on the system. This software will allow customers to schedule time on a computer, know exactly when their sessions will begin and end, and book group study rooms. Print management software will let users know exactly how many pages and dollars their print jobs entail before they hit the "print" button. This will result in significant savings in paper, money, and staff time.

Library programming, a wide variety of training opportunities, and community meetings will be a major component of the Library's service. Each meeting and training room will be able to provide Internet access, computer screen image projection, slide projection, video monitor display via equipment mounted on an AV cart and cable TV reception. Videoconferencing will also be available.

The building itself will be constructed with ample electrical and cabling distribution to allow easy installation of additional electronic workstations and easy relocation of equipment from one area to another, as service needs change.

Staff work areas and service points will be designed to accommodate concentrations of electronic equipment, to support the online system as well as to support future installation of wireless technology as its viability to support public library service increases.

To provide flexibility, climate control, ease of maintenance and a simple, workable technology system, the building will utilize a raised floor air and technology distribution system. The design will allow for power, data, heating, and cooling

systems to be delivered to the library spaces through a floor plenum rather than through the traditional ceiling plenum system.

The raised floor can be accessed through a removable 24″ grid system, which integrates with a sustainable carpet tile. Each 24″ square can receive a power and data port, which is then linked easily to the system running continually beneath the surface. This provides complete and total flexibility within the library and the ability to bring power, data and technology anywhere within the facility quickly, easily and inexpensively. The ports can be reconfigured whenever necessary without the need of a technician or systems specialist.

Every point of connection within the building will employ concealed wire management strategies that allow easy access above or at the work surface, both to power and to library and external networks.

IMPLEMENTATION PLAN: See page 15, "Furniture and Equipment".

C. Use of Technology to Meet Student Needs

The Needs Assessment identified the following needs of local students:
- Open hours evenings and weekends
- A wide selection of up-to-date books for both pleasure reading and school assignments in sufficient quantity to meet demand
- Audio and video collections that include materials that support students' academic work
- Audio and video playback capability
- Sufficient computers with Internet access, word processing, and educational software
- Access to full text databases
- Acoustically separate rooms for group studying and tutoring
- Family literacy training
- Reference resources that correlate with the local schools' curriculum

This Plan of Service addresses each of these needs, while the following joint use projects will further enhance the Library's ability to meet student needs.

The shared server and online system between the Shasta County Library and the high schools will be a major tool to meet student needs (Needs Assessment 7). Most importantly, this project will be a template for expanding the program to other schools throughout the County. Redding teens are technologically sophisticated, and make frequent use of the current library's computer lab. The Library's public access computers are expected to receive heavy use by students, as well, for both individual and small group collaborative use. The Library's selection of online information resources will emphasize curriculum support such as:

Grove Dictionary of Music and Musicians

Grove Dictionary of Art and Artists
Electronic Library
Facts On File-Reference Suite
Facts On File-Facts.Com

In addition, students will be able to receive training and instruction in the computer lab. Many students need "information literacy" training to develop their ability to distinguish between valid and biased information resources that are available online.

The Library will also work cooperatively with the Redding School District to establish and implement a Family Literacy Center in the new County library facility. A separate space has been designated as a Family Literacy Center for use by the District at no cost (Needs Assessment 7). The Center will include two computer workstations, literacy software, a printer, and technical support. The District will provide literacy tutors, a supervisor, and outreach to its at-risk population to provide literacy training to District families.